

DIGITAL GIVING SUITE FOR CREDIT UNIONS

Bringing CMN to Every Digital Channel

Shine
Treated for a
Genetic Mutation



THE OPPORTUNITY

Members interact with their credit union all day—on their phone, on the website, and in the branch.

Until now, the chance to support kids at the local hospital lived in a few in-branch moments. This program puts it everywhere members already are, without adding work for your team.

CREDIT UNION MEMBER RESEARCH

63%

of members would be likely to donate if asked by their credit union

90%

have a positive or neutral opinion of a credit union that asks members to give

86%

would be equally or more likely to use a credit union that supports a local children's hospital

2X

members are more likely to donate when funds support their local community

#1

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THE PARTNERSHIP

Children's Miracle Network has teamed up with PayOnward and DigitalJoy to deliver a turnkey digital giving suite for credit unions.

PayOnward designs, hosts, and processes every donation.

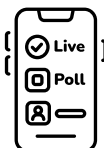
DigitalJoy powers the polls, trivia, and engagement experiences.

Credit Unions activate, brand, and promote the program.



GIVE@LOGIN

Always-on giving within online and mobile banking.



ENGAGE-TO-GIVE

Polls and trivia experiences that drive one-time donations.



IN-PERSON DIGITAL GIVING

QR code and tap-to-pay giving at branches and events.



ENGAGE-TO-COMMIT

Recurring giving and round-up enrollment for sustained donors.

PayOnward



FOR MORE INFORMATION:



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